

CLAIMS

Sub 1. A packaged consumer product {that} comprises a bottle or
 Bz jar and a moulded plastic sheath (therefor) said sheath
 5 being closed at the top, open at the bottom, possessing
 a means for releasably holding the bottle or jar, and
 having cutaway sections in opposite sides that enable
 the bottle or jar to be grasped between^a finger and
 a thumb and pulled from the sheath.

10 2. A packaged consumer product according to claim 1,
 characterised in that the outer surface of the moulded
 plastic sheath (has a higher coefficient of friction
 than the outer surface of the bottle or jar contained
 therein).

15 3. A packaged consumer product according to claim 1 or
 claim 2, characterised in that the moulded plastic
 sheath is closely fitted to the bottle or jar and holds
 it firmly by frictional interactions between the
 outside surface of the bottle or jar and the inside
 20 surface of the sheath.

Sub 4. A packaged consumer product according to any preceding
 Bz claim, comprising an internal projection protruding
 25 from the inside surface of the moulded plastic sheath
 and contacting the bottle or jar in a manner that aids
 the retention of the bottle or jar within the sheath.

30 5. A packaged consumer product according to claim 4,
 comprising two opposed projections, that protrude
 downwards from the top inside surface of the moulded
 plastic sheath and closely follow the sides of a cap

multiple
 forms.

upon the bottle or jar, each projection having an inward facing lug at its bottom that is able to reversible slot into a slit at the bottom of each side of said cap.

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6. A packaged consumer product according to any preceding claim, characterised in that the moulded plastic sheath is of asymmetric shape when viewed from at least one side.
7. A packaged consumer product according to any preceding claim, characterised in that the moulded plastic sheath extends to the full length of the associated bottle or jar.
8. A packaged consumer product according to any preceding claim, characterised in that the cutaway sections in opposite sides of the sheath extend to the bottom of the sheath.
9. A packaged consumer product substantially as represented in Figures 4 to 7.
10. A method for the protection from physical damage of a bottle or jar, characterised in that said method comprises surrounding the bottle or jar by a moulded plastic sheath therefor that is closed at the top, open at the bottom, possesses a means for releasably holding the bottle or jar, and possesses cutaway sections in opposite sides that enable the bottle or jar to be grasped between finger and thumb and pulled from the sheath.

